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The Evening World First.

Number of columns of advertising in
The Evening World during the
first nine months 1934..... **10,652**

Number of columns of advertising in
The Evening World during the
first nine months 1933..... **8,285**

Increase..... **2,367**

No other six-day paper, morning or evening, in New York
EVER carried in regular editions in nine consecutive months
such a volume of display advertising as the Evening World
carried during the first nine months 1934.

IN THREE YEARS THE EVENING WORLD HAS
MOVED TO THE FIRST PLACE.

PREVALENCE OF SHOPLIFTING.

In Justice Zeller's court, at the trial of a woman accused of shoplifting, the remarkable statement was made by the attorney prosecuting the case that twenty-one department stores in Manhattan and Brooklyn lost goods to the value of \$500,000 last year through this form of thievery. The sentence imposed of fifteen days in the city prison seems justified in the circumstances as calculated to check an evil the growth of which to a point where it must excite surprise has been encouraged by the leniency hitherto shown to prisoners arraigned on this charge. It is to the interest of the shopper no less than the merchant to have a restraint put on depredations which at any time may cast suspicion on an innocent buyer.

It is evidence of the high estimation in which feminine honesty is held that customers of large stores are now favored with almost limitless credit. A shopper may cash a check, with no questions asked as to her identity, or charge to her account and walk off with any article she fancies, frequently without the formality of undergoing the scrutiny of the floorwalker. She may dress to her dressmaker with no request for credentials or signature. It is assumed that she is honest, and the assumption is in no way biased by the occasional rare abuse of the privilege.

Yet where shoplifting prevails to the extent indicated some espionage of customers must exist, and the more prosecutions there are for the offense with jail sentences the less of it there need be.

The Pullman Porter's Ambition.—What specially impressed the Abbot of the English Benedictines with America was the universal desire of those in humble life to get on in the world. He saw a Pullman porter with a law book in his hand and was amazed to learn that he hoped to become a lawyer. The Abbot could have found a New York policeman who gained admission to the bar while on the force. If he had interviewed the brakeman on his train that employee might have disclosed his ambition to be a railroad president. If he had run across the general manager of the "Big Four" he would have seen an instance of the realization of that ambition after twenty years of aspiration and hard work. The country is full of such aspirations, and they are what makes it the progressive nation it is.

SLAUGHTERS OF THE INNOCENTS.

Over the cable, the other day, came the glad news that one party of British society "sportsman" had made a day's record of 2,300 rabbits and that another party had promptly eclipsed the performance by "bagging" 3,639 partridges.

Where furred and feathered innocents are thus shot down by thousands, it is a fine line which separates the game preserve from the shambles. Yet what titled English expert with the multi-charged shotgun would consent to hang a butcher's sign above his gates?

The question becomes especially interesting as we read in the current news at home of great preserves in North Carolina, modeled after those abroad, where birds are bred and fed by thousands especially for the scattering shots of millionaires from "up North."

"AMUSEMENT PARK" EVOLUTION.

The \$200,000 "amusement park" to be constructed on the banks of the Harlem promises to out-Coney Coney Island in characteristic scenic and vaudeville attractions. It is designed to cover thirty-one acres and will include a Japanese village, a sixteenth century German castle and other features of a well-regulated "Midway." The outfit of Alt Heidelberg, esplanades, pagodas, lagoons, gondolas, minaretted mosques, thatched cottages, inside inns, etc., is expected to break records. With every new amusement venture of this order the public gets a better realization of the debt managers owe to the Midway innovation of the Chicago World's Fair. To appreciate the advance made in this form of amusement purveying it is only necessary to contrast the Coney Island of ten years ago, with its crude dance hall and shooting gallery attractions, with the superior entertainment now offered. The evolution away from former peasant and popcorn standards of popular amusement is one to be commended as better both for the mind and the morals of the visitor.

An important phase of the development is the magnitude of the property interests now involved. When Barnum started out with his original "Grand Scientific and Musical Theatre" its troupe comprised an Italian plate-spinner, salary \$12 a week; a negro singer, three musicians and five horses. In the vast "winter circus" now in process of construction on Sixth avenue an attraction of such limited proportions could hardly secure admission as a side show.

DIVIDENDS ON COLLEGE SPORTS.

Harvard's net profits from athletics so far this year are \$33,051, figures which will command the respectful attention of professional managers. The total receipts were \$112,232, a gain of \$16,000 over the previous season. It is indicative of the increasing popularity of football that the "eleven" has earned \$15,000 more than last year.

Old graduates will note, perhaps with disapproval, the commercial development of college sports. The nine and the eleven for which it was once necessary to pass the hat now exhibit an earning capacity ranking them with important financial institutions and requiring of their managers a competent acquaintance with practical finance which should give them a good start in Wall Street.

A Plea for Catty Women.

By Nixola Greeley-Smith



Nixola Greeley-Smith.

PERHAPS the most frequent and uncomplimentary adjective applied to women is the word "catty." And when one thinks of the various felicitous qualities common to the feminine half of mankind, one realizes that in an oddish but applied amiss. Generally, however, the term is applied and regarded in a derogatory sense. And this seems scarcely fair. For while it may be questioned whether we do not all at one time or another deserve it, it is by no means certain that it is at all a bad thing to be.

Every woman likes to be called kittenish—the more elephantine she is the better she likes it—and yet every one objects to being described as "catty." Yet cats have the supreme quality of always landing on their feet, no matter whence they tumble, or are thrown. And if women could only share this with them they might well bear with patience and equanimity the accusation that they resemble them in their less desirable aspects.

There are fortunately a few women who seem to possess this magic gift, who, no matter what the complication of circumstances by which they may be temporarily nonplussed, manage to purr—or sometimes even scratch—their way to a triumphant issue.

But the majority of us seem content to resemble the cat tribe in its less admirable traits. In its sudden treacheries and angers and there are even those among us who display that peculiar attachment of the cat for places rather than people.

In a recent novel the hero asks the heroine, just after he has proposed to her, if she likes cats, and when she gives an affirmative answer his last, lingering doubt as to the wisdom of his choice is dispelled.

The fellow feeling that makes us wondrous kind ought certainly to apply in this instance, and perhaps no woman can be truly feminine and confess to a dislike for cats.

The peculiar sympathy between the cat and the old maid may be but a mutual recognition of sympathetic qualities. It is certain that the "cattier" a woman is the greater the fondness for the feline tribe she displays. There is not the least use in denying the affinity. But why be ashamed of it? Cats have their undesirable qualities, of course, but the cat tribe is certainly the most beautiful and the most graceful among the animals, and since to be a kitten one must inevitably be a cat, why would not glory in the feminine-feline resemblance? There is no use in being ashamed of our weaknesses when we can always pretend that they are virtues and make the best of them.

LETTERS, QUESTIONS, ANSWERS.

Pittsburg.
To the Editor of The Evening World:
Who won the National League pennant in 1932? SAMUEL.
Dresden, Germany.
To the Editor of The Evening World:
Where was Mayor George B. McClellan born? J. G.

Evening Dress.
To the Editor of The Evening World:
What is the correct dress for me to wear to my first full-dress ball? Shall I wear a Tuxedo suit or full dress? What tie, white or black, and what vest? J. W.
Wear dress suit, white tie, white vest and patent leather shoes.
General Office, No. 156 Fifth Ave.
To the Editor of The Evening World:
Where can I get full particulars about the Y. M. C. A.? M. R. H.

The Old Progression Puzzle.
To the Editor of The Evening World:
If a person were to save one cent today, two to-morrow, four the next, eight the next, and so on for one month of thirty days how much would it amount to in dollars, readers? D. P.

A Truck Driver's Plea.
To the Editor of The Evening World:
I read that a magistrate advises young girls against marrying drivers. I am a truck driver, and I say that a magistrate must not think because he has a few drivers brought before him that they are all alike. Where will you find any other man working as hard and as long as a truck driver? I leave my home at Fifty-third street every morning, working from twelve to fourteen hours a day. Where will you find a police judge working that long? I am married and have three children and live as happily as any judge. PROUD TRUCK DRIVER.

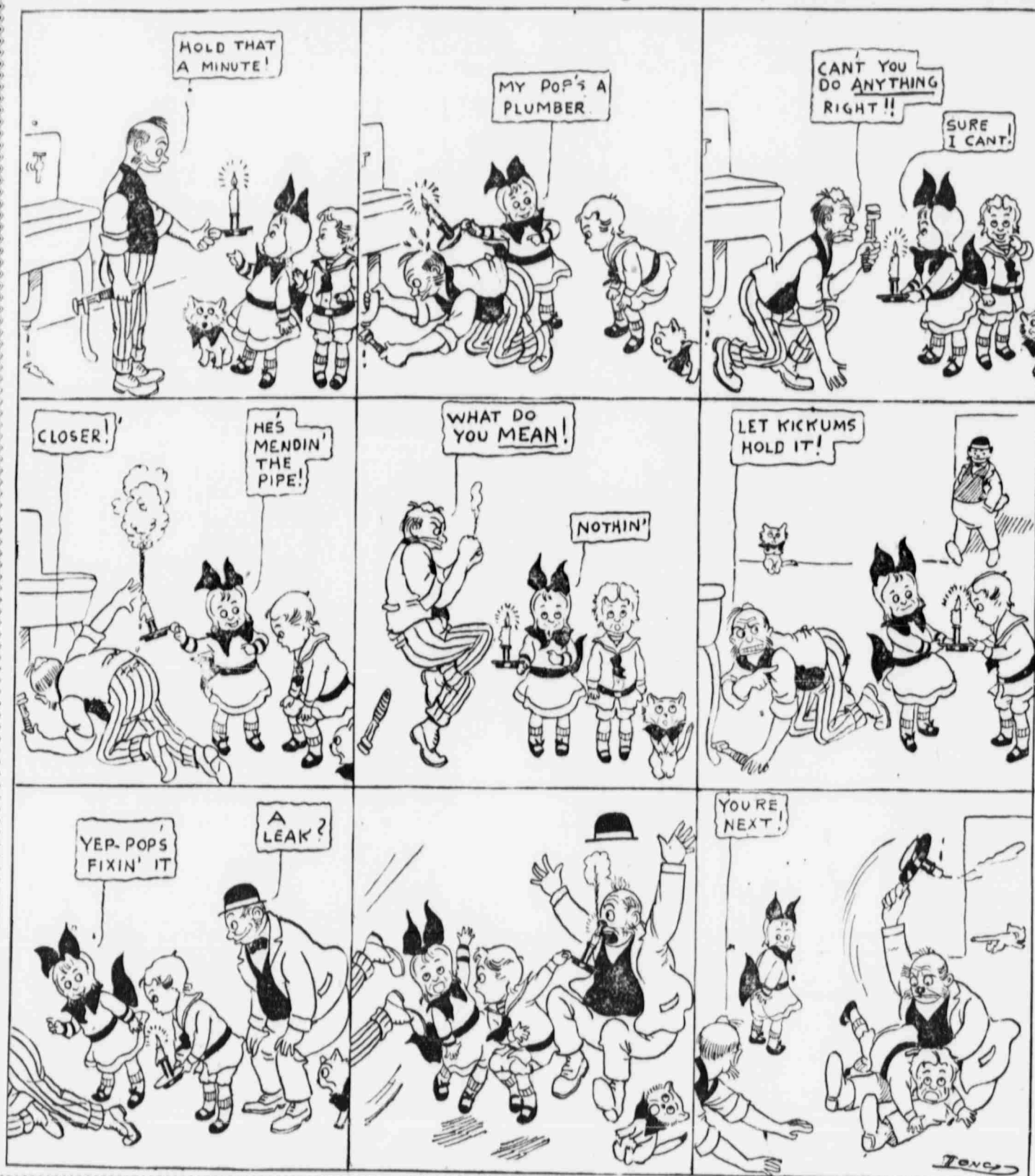
Straight Flush.
To the Editor of The Evening World:
Which hand wins in a game of poker, four aces or a straight flush? H. H.
Legal Aid Society, 239 Broadway.
To the Editor of The Evening World:
I paid an agency \$4 to find me a position. They were to find it in five days or refund the money. They did not find it. They said they would send my money to me, but they haven't sent it. To whom can I apply to help me get it? M.

Second Set of Teeth.
To the Editor of The Evening World:
How can one tell whether he has had his second set of what are called "back teeth"? M. F. and B.

The second set usually begins to come in between the sixth and seventh year, the last four teeth of the set (the wisdom teeth) seldom appearing before the twenty-first year. If you have sixteen teeth on each jaw your second set of

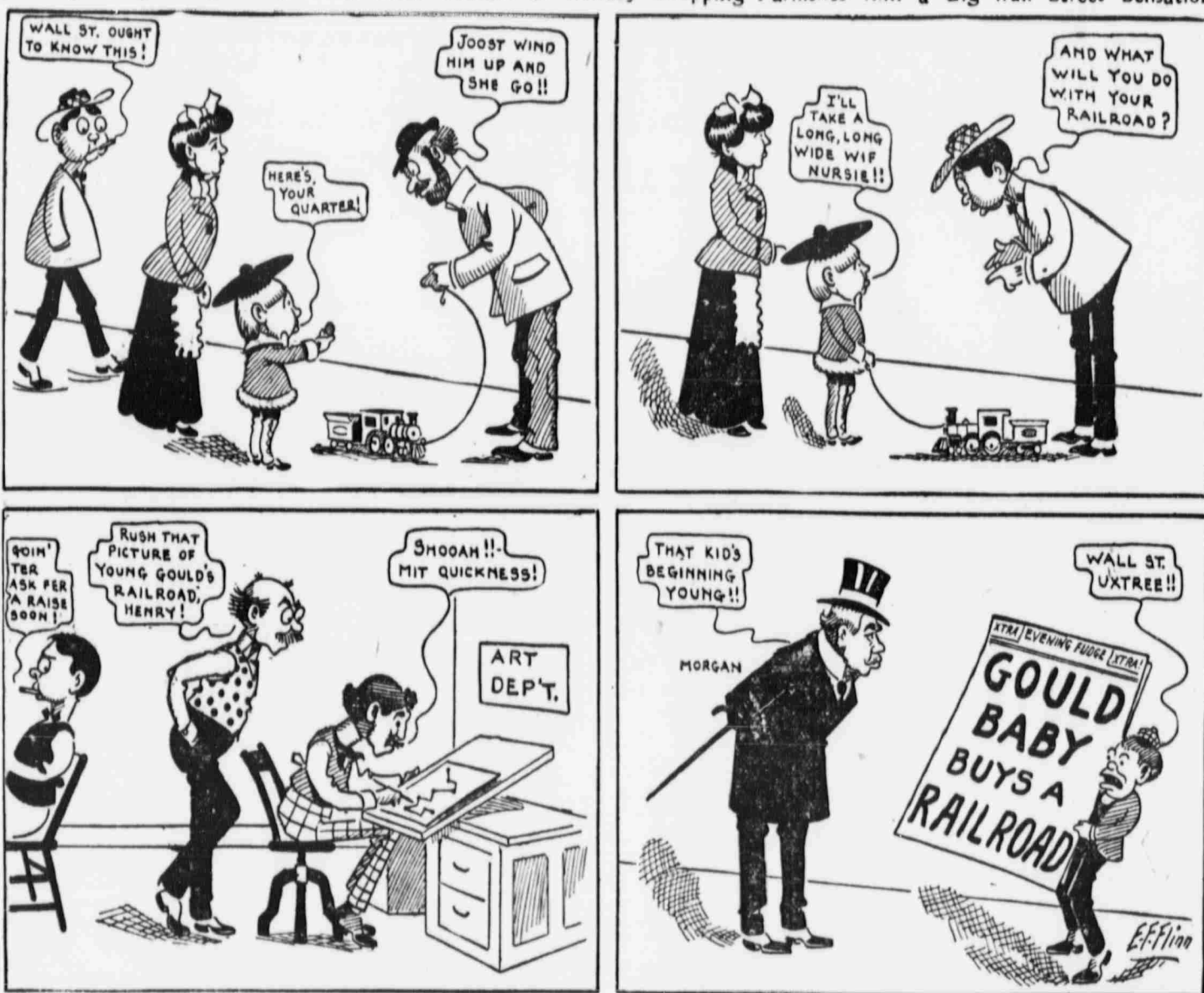
Mary Jane Helps Papa at the Plumbing.

She and Kickums Make His Task Light—and Greasy—and Give Him a Hot Finish.



Sammy Smudge, the "Evening Fudge" Wonder.

A Little Feature of Holiday Shopping Furnishes Him a Big Wall Street Sensation.



Mrs. Nagg and Mr.

By Roy L. McCardell.

"I DON'T see why you can't meet me at the Big Bargain Bazaar Saturday afternoon with your money. I see other women's husbands waiting for them every day. But just because it is necessary for me to run around from place to place trying to get things as cheap as I can you do nothing to help me."

"I am sure I do not waste a cent. On the contrary, I am the only person in this house who has any idea of economy. I had \$20 put aside to buy some oilcloth for the kitchen. But I have decided not to buy any new oilcloth till spring, and so I took \$15 of the money and paid a deposit on an opera cloak, so you see I have saved \$5!"

"Remember Mrs. Terwilliger's first husband said the awfulest things to her once because she left him standing at the flower counter while she went upstairs matching silks and met Mrs. Bradley and forgot all about him. And he fell asleep on a chair in the tinware aisle and was looked in the store and discovered by the night watchman, who

matter afterward, and Mrs. Terwilliger's mother's feelings, and when I look at our child and realize that its father cares nothing for it—Oh, yes, I know you pretend you do, but you don't! When I realize that I say to myself, 'What is the use to be quiet and cheerful?'"

"Here is an instance just to-day. I want you to go and do a little shopping with me. Or rather I ask you to come home early in the day and meet me somewhere in the Big Bargain Bazaar with your money, and you refuse! Well, you might as well refuse as to act so disagreeable."

"Suppose I have kept you waiting before? Don't you think it would be impudent of me to take you along to the corset and hosiery department? Oh, I know you would bray it out! I burst for you, Mr. Nagg. But you always act this way when I want you to go shopping with me. So be it! I never say a word, and if there is any quarrel in this house it is all of your own making."

"It was just the same with poor Mrs. Dilger. Her husband used to have such awful fits of temper whenever she started, to say a word to him that he



How Will Rockefeller Economize to Make Good That \$3,200,000?

"I SEE," said The Cigar Store Man, "that John D. Rockefeller's income was reduced \$3,200,000 this year because of a crimp in dividends on Standard Oil."

"He'll never be able to make it up," asserted The Man Higher Up. "When you or I or any other ordinary man gets afflicted with shrinking of the income, we economize. John D. can't economize. He is one of our beneficent tight-wad millionaires whose personal expenses in the course of a year won't stack up alongside those of a pool-room clerk. Outside of what it costs to maintain his modest establishment, John D. and his family play their expenditures close to the rail."

"Consequently the loss of John D.'s \$3,200,000 of income won't result in a corresponding collapse of the amount that he blows. He may economize a bit on golf balls, but the chances are that he either buys them by the barrel for the discount or gets them second hand. On the whole, it appears to me that the country in general is about \$3,200,000 better off, because if John D. had ever got his lunch hooks on that chunk of mazzuma it would have been a case of bury."

"Where other millionaires incinerate their money, John D. buries it. He doesn't keep it in circulation. The millions he has given the University of Chicago don't keep in motion. A man with an income like John D. Rockefeller's who keeps going south with it is a blood relative to a menace."

"There is no hope that the Rockefeller millions are going to be gowed in our lifetime, either. The ordinary millionaire has nothing but a lease on his cash. It is a cinch that his sons and sons-in-law will give everybody a look-in after awhile. But the junior Rockefeller has more of a half-Nelson on the bank-roll than his father has. If he ever spent \$2 foolishly in his life it has cost him \$8,000 worth of remorse, and he'll never do it any more."

"A fool and his money are soon parted," asserted The Cigar Store Man.

"Divorces of that kind," said The Man Higher Up, "are what the most of us are looking for."

The Prize "Limerick."

These Five Lines Bring the Writer \$5.

THE EVENING WORLD awards the \$5 prize for the best Subway "Limerick" to W. M. VAN KUREN, No. 70 West Fifth street, this city, who achieved the following:

Prize Winner.

There's a story that old Mother Hub,
Searching food one day, went to the "cub."
But the Harlem bunch,
Which now runs home for lunch,
Owes all that it gets to the "Sub."

Honorable Mention.

Of the thousands of "limericks" received the following few were selected as worthy of preservation in print:

A very fat lady from Maine
Runs a boarding-house near Malden lane.
She has boarders a score,
But is awfully sore
That she can't board a new Subway train.

JOS. WHITE, No. 43 Broome street, City.

A farmer from Peanack, N. J.,
Pode up in the Subway one day,
And said, "Well, by gum!
If I had this to hum
'Twould be great for getting in hay!"

S. SMITH, No. 91 Main street, Nyack, N. Y.

And now as they gaze upon Mars,
The wise men who study the stars
Will look through their "funnels"
And discover the tunnels,
Through which run the Mars Subway cars.

A. J. KEMP,
No. 405 East Twentieth street, New York City.

An old fogey, old as could be,
Said the Subway would sure be N. G.
But now he is Y:
It has opened his II.
And he says "It is O. K. B. G."

GEORGE L. BLAKE, No. 462 Pulaski street, Brooklyn.

Clever Brain-Twisters.

Addition Puzzle.

Add one letter to each of the following words and see what words result:

1. Add a letter to the opposite of "first" and make the opposite of "greatest."
2. Add one letter to a part of the face and make a disturbing sound.
3. Add one letter to a sweetheart and make a sweet-smelling plant.
4. Add a letter to a word which means "not leaving out either one of two" and make a favorite fruit.
5. Add a letter to a word meaning celebrity and make a fire.

Various Errors.

Can you correct the mistakes in the following sentences boys and girls?

1. He don't like it.
2. He is glad, ain't he, that you are coming?
3. "That," said she, handing him the box, "will prove a preventative for all your ills."
4. "That is bad for my indigestion," he said, as he eyed the doughy mass that the maid placed before him.
5. If I were I would I try the experiment.
6. Acoustics are a department of science relating to sound.
7. I may regard your proposal in no other light, but as an insult.
8. To whom if not to I would you give it?

Word Tricks.

Behold and curtail a word meaning situated in the East, and leave a flower. Behold and curtail trustworthy, and leave to corrode. Behold and curtail tests, and leave the top covering of a building. Behold and curtail desired, eagerly, and leave a church steeple. Behold and curtail gaudy, and leave an adverb of manner.

Say These Quickly.

See if you can say these sentences fast:
She sells sea shells by the seashore.
Seven selfish shellfish showed some shrimp sideways.
Prudently peel prime potatoes.
Royal rulers rarely really read riddles.
Faint fumes frequently feed ferce fires.